

**Great Events.
Lifetime Experiences.**

www.TopekaPerformingArts.org



2020

ANNUAL REPORT



**TOPEKA
PERFORMING
ARTS CENTER**



VenuWorks

214 SE 8th Ave. Topeka, KS 66603 785.234.2787

www.topekaperformingarts.org

The Annual Report of the Topeka Performing Arts Center (TPAC) for 2020 is hereby submitted. This report was prepared by VenuWorks of Topeka, LLC.

VenuWorks of Topeka, LLC believes all disclosures have been prepared in accordance with generally accepted accounting principles.

VenuWorks of Topeka, LLC also believes this report represents TPAC’s (unaudited) year-end financials in a manner designed to fairly set forth the financial position and the results of the operation of the facility. It is also believed that all disclosures necessary to enable the reader to gain the maximum understanding of TPAC’s year-end affairs have been included.

Responsibility for both accuracy of the presented data and the completeness and fairness of the presentation, including all disclosures, rests with VenuWorks of Topeka, LLC.



LOCAL LIVE—Bryton Stoll—February 29



LOCAL LIVE—Oceanside Hotels—January 18



BYE BYE BIRDIE—February 21-23



I PRESSED ON—SJ Hazim—February 7



PLAYHOUSE THEATER—Inaugural Program—February 28

SUMMARY

The Topeka Performing Arts Center is committed to our stakeholders, patrons and guests who support and attend the diverse events we host throughout the year. We couldn't exist without our clients and promoters who utilize the facility or The City of Topeka and the Topeka Performing Arts Center Board of Trustees. We understand that the guest experience is the core and foundation of our business. If our guests have an outstanding experience, they will return for future events.

TPAC serves as a focal point for civic and community engagement, corporate activity and cultural enrichment. The local VenuWorks team continues to work with the VenuWorks Corporate Office and the TPAC Board of Trustees to create realistic goals for funding, programming and marketing. Increased city financial support is crucial to TPAC's success – both in general operations and capital improvement projects.

The facility originally opened in 1940 as the Municipal Auditorium. In 1991, it was re-purposed into the Topeka Performing Arts Center which has been proudly serving the community for 29 years.

Our branding is simple:
GREAT EVENTS. LIFETIME EXPERIENCES.

In 2021, we vow to continue our mission to keep bringing great events and lifetime experiences to the Topeka community.



Bill Engvall in Concert—January 13



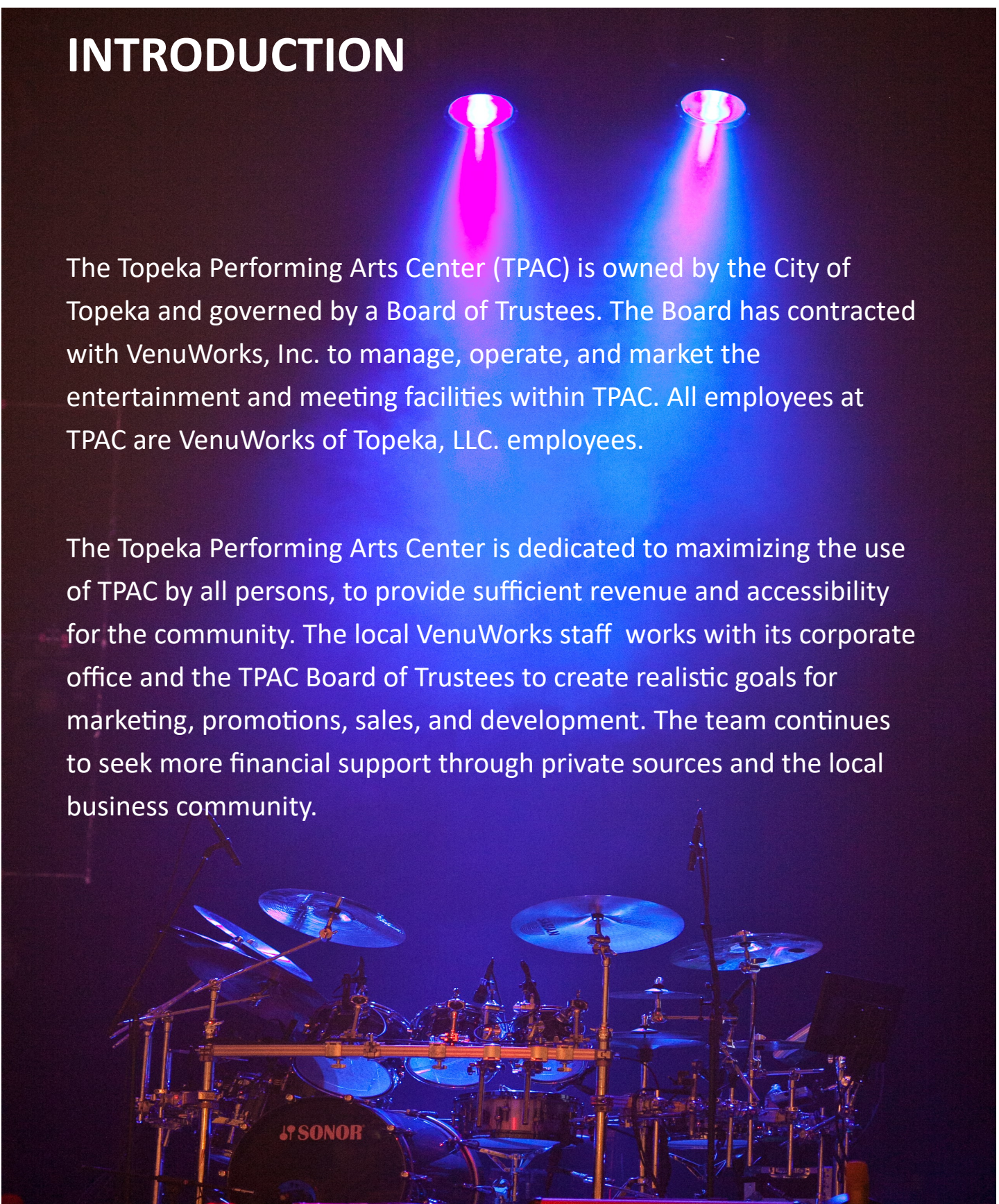
MASTER CLASS—Acting—Jeff Kready - Feb. 17



INTRODUCTION

The Topeka Performing Arts Center (TPAC) is owned by the City of Topeka and governed by a Board of Trustees. The Board has contracted with VenuWorks, Inc. to manage, operate, and market the entertainment and meeting facilities within TPAC. All employees at TPAC are VenuWorks of Topeka, LLC. employees.

The Topeka Performing Arts Center is dedicated to maximizing the use of TPAC by all persons, to provide sufficient revenue and accessibility for the community. The local VenuWorks staff works with its corporate office and the TPAC Board of Trustees to create realistic goals for marketing, promotions, sales, and development. The team continues to seek more financial support through private sources and the local business community.



MISSION STATEMENTS

TOPEKA PERFORMING ARTS CENTER MISSION: To foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation, and development of the arts to meet diverse cultural and educational needs of our community.

VENUWORKS MISSION: It is the mission of VenuWorks and its subsidiaries to maximize the presentation of successful events in client facilities for the cultural, recreational, educational, and economic benefit of the communities we serve.

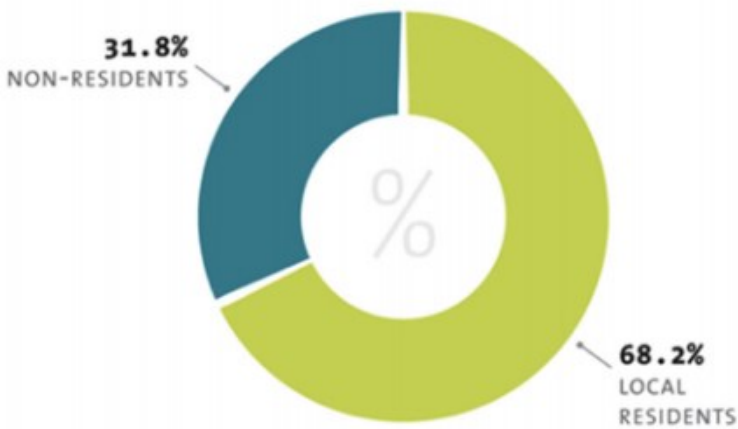
GREAT EVENTS.
LIFETIME EXPERIENCES.



ECONOMIC IMPACT

ECONOMICIMPACT

LOCAL VS. NONLOCAL AUDIENCES



Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts and this study reflects those findings. Data shows that nonlocal attendees spent **twice as much** as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



Arts & Economic Prosperity IV demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, **the arts mean business!**

ECONOMIC IMPACT

Quick Facts

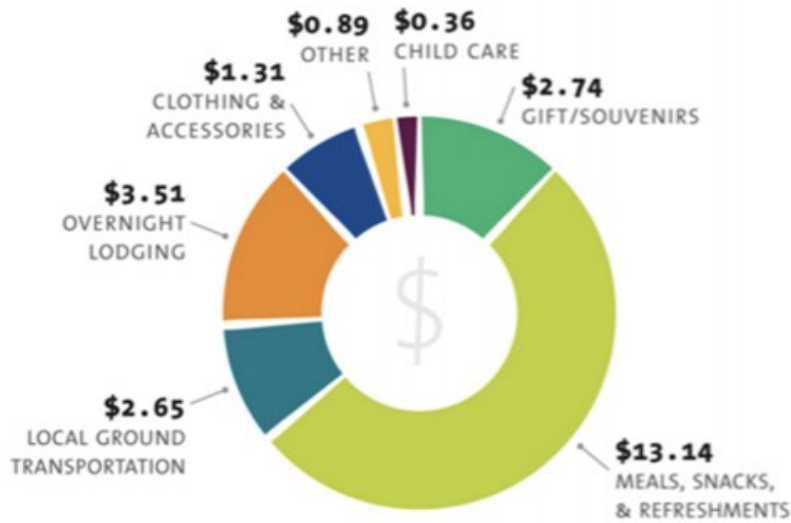
Nationally, the industry generated **\$135.2 billion of economic activity**—\$61.1 billion by the nation's nonprofit arts and culture organizations in addition to **\$74.1 billion in event-related expenditures** by their audiences. This economic activity supports **4.13 million full-time jobs** and generates **\$86.68 billion in resident household income**. Our industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year**—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+ \$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+ 1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+ \$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+ \$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+ \$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+ \$4.33 BIL	= \$9.59 BIL

Audiences

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends **\$24.60 per event**, not including the cost of admission. On the national level, these audiences provided **\$74.1 billion** of valuable revenue for local merchants and their communities.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



STAFF BIOGRAPHIES

LARRY GAWRONSKI, CVE

EXECUTIVE DIRECTOR

Originally from Buffalo, NY, Larry has managed several facilities in his career. A VenuWorks employee since 2000, Larry most recently served in the position of National Director of Sales and Sponsorships for VenuWorks Corporate. Prior experience includes Ottumwa, IA (Bridge View Center), Vicksburg, MS (Vicksburg Convention Center and Auditorium), Omaha, NE (Aksarben Coliseum), Chicago, IL (Odeum Sports and Expo Center), Danville, IL (Palmer Civic Center), Rochester, NY (Riverside Convention Center) and Buffalo, NY (Buffalo Convention Center). In between, Larry was the President and CEO of PEF Development services in New Orleans, LA and was the Director of Catering for a Hilton Convention Hotel in Buffalo, NY. In 1997, Larry achieved the accreditation of Certified Venue Executive (CVE), the highest certification available in the venue management industry. He has served for several years on the Certification Board of the International Association of Venue Managers and is a Past President of the Rotary Cub of Vicksburg, MS. Larry is married to Diane whom he met while doing professional theater in Buffalo, NY.

BLAIR ADAMS

DIRECTOR OF EVENT SERVICES

Continuing his third tour of duty with TPAC, Blair was part of the original grand opening staff in 1991, staying until December 1998 as Technical Director. A VenuWorks employee since 2006, he returned after eight years of touring and project management to rejoin the staff in 2006 as Events Services Manager/Director of Operations. Blair departed in 2011 to return to the road mainly as a project manager for Premier Global Production. His responsibilities included Crew Chief for Festival Lighting, Logistics Manager, and is currently Production Coordinator for several national and international music Festivals. He returned in August 2015 to TPAC as Director of Sales and Hospitality. He is an active member of Downtown Topeka, Inc., and Midland Railway Historical Society-Track and Equipment Maintenance.

STAFF BIOGRAPHIES

JULIE WELCH

BUSINESS MANAGER

Julie resides in Cummings, KS where she lives in the country with her husband Jeff. Together they have 7 grandchildren. She enjoys spending time with her family, including several furry ones, gardening, and traveling. Julie has a Bachelor’s of Science in Accounting from the University of Missouri – Kansas City and is a proud Henry W. Bloch Scholar. Prior to joining TPAC in February 2019, Julie has worked in accounting and human resources for 16 years. She began her career working for Handmark, Inc. a mobile app developer and distributor acquired by Sprint in 2013. She worked a few years for the State of Kansas Medicaid Agency as a Federal Reporting Cost Allocation Analyst then transitioned into the non-profit sector. She says working the last 8 years in the non-profit sector has had its challenges but it has also brought her the most joy; it is her way of giving back to better the communities around her. She is happy to have found her home here at TPAC.

CRYSTAL MUNSELL

TICKET OFFICE SUPERVISOR

Born and raised in Osawatomie, KS, Crystal ventured to Topeka in the winter of 1999 with her husband and four children. After working for the State of Kansas for 16 years, she accepted a position at the Topeka Performing Arts Center. Anyone who knows Crystal understands that family is the most important thing in her life, that she will fight tooth and nail if she needs to. Her TPAC coworkers, volunteers, and friends are an extended family she wants to make just as proud of her as she is of them.

SHAWN BRIAN

MARKETING COORDINATOR

A native Topekan, Shawn was raised in the Our Lady of Guadalupe Parish and graduated from Topeka High School. He relocated to Southern California, studied fashion in San Diego and graduated with a Business and Merchandising degree from Fashion Careers College of CA in 2012. Shawn interned in NYC for Paragon Model Mgmt. and worked in fashion production, editorial and runway. He joined TPAC in 2019 as Volunteer Coordinator and grew into the Marketing and Development Coordinator role. He enjoys the opportunities to be creative, communicate the TPAC brand through social media and enhancing the TPAC image while highlighting it’s history and values. In his free time Shawn is a freelance hairstylist and enjoys spending time with his Basenji, Hayseed.



The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Topeka, KS (Fiscal Year 2013)

Direct Economic Activity	Arts and Culture Organizations	Arts and Culture Audiences	Total Industry Expenditures
Total Industry Expenditures	\$6,314,787	\$13,882,784	\$20,197,571

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	Economic Impact of Audiences	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	223	257	480
Household Income Paid to Residents	\$5,107,000	\$6,858,000	\$11,965,000
Revenue Generated to Local Government	\$173,000	\$699,000	\$872,000
Revenue Generated to State Government	\$543,000	\$1,586,000	\$2,129,000

Event-Related Spending by Arts and Culture Audiences Totaled \$13.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Total Attendance to Arts and Culture Events	521,026	123,715	644,741
Percentage of Total Attendance	80.8%	19.2%	100%
Average Event-Related Spending Per Person	\$18.94	\$32.45	\$21.52
Total Event-Related Expenditures	\$9,868,232	\$4,014,552	\$13,882,784

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.52 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$8.13	\$13.48	\$9.15
Souvenirs and Gifts	\$8.33	\$4.72	\$7.63
Ground Transportation	\$0.78	\$4.55	\$1.50
Overnight Lodging (one night only)	\$0.11	\$7.09	\$1.45
Other/Miscellaneous	\$1.59	\$2.61	\$1.79
Average Event-Related Spending Per Person	\$18.94	\$32.45	\$21.52

ECONOMIC IMPACT

Economic Impact 2020

Private Sector Funds Raised	
Sponsorships	34,651.17
Tee-Pac Golf Tournament	17,875.00
Friends of TPAC Memberships	24,940.04
Donations	20,775.34
Total Private Sector Funds Raised	\$ 98,241.55

Total Taxes Paid	
Sales Tax from Tickets	12,950.07
Other Sales Tax Paid	705.55
Total Sales Taxes Paid	\$ 13,655.62

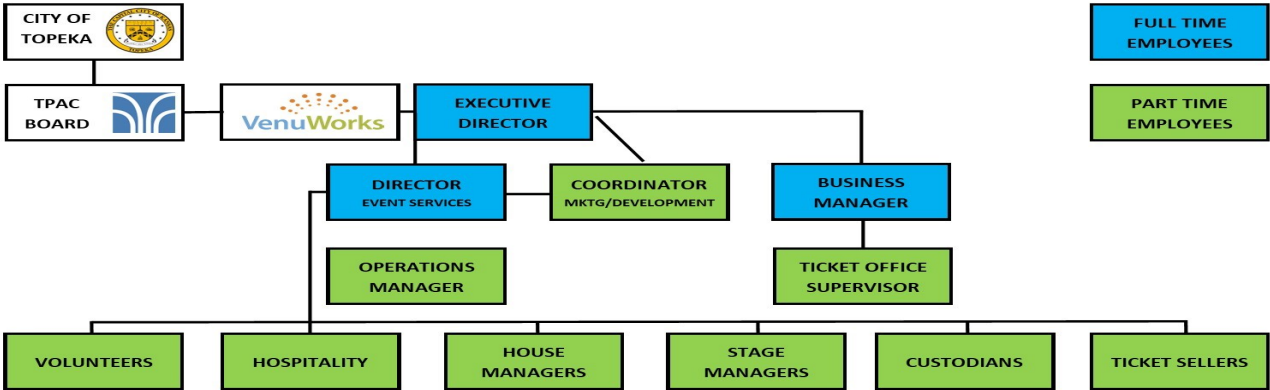
Other Community Impact	
Wages Paid	325,766.73
Amount Paid to Local Vendors	136,009.57
Total Wages/Local Vendors Paid	\$ 461,776.30

STAFF MODEL

The TPAC Staff is comprised of three (4) full-time positions overseeing all aspects of facility management including:

- ♦ Administration & Operations
- ♦ Programming
- ♦ Booking & Scheduling
- ♦ Sales & Marketing
- ♦ Finance & Business Management
- ♦ Ticketing
- ♦ Food & Beverage Management
- ♦ Development & Fundraising

Organizational Chart



BOARD OF TRUSTEES—Executive Committee



JOAN WAGNON
PRESIDENT



JEFF PARKER
VICE PRESIDENT



LISA BROWN
SECRETARY



ZAC BROUGHTON
TREASURER



BARBARA EBERT
BOARD AT-LARGE



CHRISTOPHER STEMLER
BOARD AT-LARGE

ECONOMIC IMPACT

Topeka Performing Arts Center
Economic Impact Estimate
Fiscal Year 2020

Indirect Spending:

Total Attendance = 17,631
52 Events & 58 Event Days

Daily Average Spending
17,631 x \$30 \$528,930

Overnight Daily Average Spending
2% of yearly attendance
353 Room Nights x \$80 per room = \$28,240

Direct Spending:

Personnel Costs = \$117,452.40
Concession Costs = \$4,778.92
Contracted Services, etc. = \$88,102.10
Advertising of Concerts/Events = \$8,254.57

Sub-total—Estimated Economic Impact \$775,758
Multiplier effect on local community x 1.8

Total Estimated Economic Impact \$1,396,364

INCOME EXPENSE STATEMENT

Topeka Performing Arts Center	Audited	Reviewed	Audited
	Jan - Dec 20	Jan - Dec 19	Jan - Dec 18
Programming			
Programming Revenue	202,126.38	776,276.00	513,891.08
Programming Expenses	127,213.27	512,533.61	334,827.11
Programming - Net	74,913.11	263,742.39	179,063.97
Fundraising			
Fundraising Revenue	65,408.57	89,977.72	205,083.22
Fundraising Expense	18,588.00	61,875.96	87,441.69
Fundraising - Net	46,820.57	28,101.76	117,641.53
 Sponsorship Revenue	 34,651.17	 53,250.00	 56,947.50
Trusts & Endowments	64,899.00	123,567.27	(56,295.00)
Naming Rights	-	-	-
Grants	179,315.00	-	-
City Contribution - Transient Guest Tax	-	7,500.00	5,000.00
Contributions & Grants Revenue	278,865.17	184,317.27	5,652.50
 Other Revenue	 1,148.14	 43,074.06	 3,206.73
Total Net Revenue	401,746.99	519,235.48	305,564.73
 Occupancy Expense	 30,389.84	 46,798.18	 48,264.55
General and Administrative Expenses	434,206.45	594,748.43	536,407.41
Other Expenses	5,380.37	21,200.12	8,946.88
Total Expenses	469,976.66	662,746.73	593,618.84
 Net Margin(Loss)	 (68,229.67)	 (143,511.25)	 (288,054.11)
 City Contribution	 150,000.00	 150,000.00	 150,000.00
Capital Improvements			
 Total Net Income/(Loss)	 81,770.33	 6,488.75	 (138,054.11)

BOARD OF TRUSTEES



MARY CUEVAS
TRUSTEE



JENNIFER GOETZ
TRUSTEE



ROGER MCKINLEY
TRUSTEE



RAY MORAN
TRUSTEE



DAVID MOUNTAIN
TRUSTEE

ANNUAL ATTENDANCE

Event Totals				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	3	3	1	550
Concert	5	5	0	1,946
Broadway/Theatrical-Commercial	1	1	0	693
Community/Educational Theatrical	21	22	24	8,850
Family Shows	0	0	0	0
Convention	1	3	1	200
Meeting/Conf	9	13	1	1,781
Consumer Show	0	0	0	0
Trade Show	0	0	0	0
Wedding Reception	0	0	0	0
Community/Civic	9	8	4	3,357
Sporting	0	0	0	0
Recreational Sports	1	1	1	200
Film/Movie	1	0	5	30
Internal Use	1	2	0	24
Total for Year	52	58	37	17,631

Monthly Totals				
Event Type	Events	Event Days	Use Days	Attendance
January	11	13	2	6,150
February	11	15	8	2,239
March	4	4	1	1,255
April	0	0	0	0
May	0	0	0	0
June	0	0	0	0
July	6	7	5	2,713
August	3	3	1	1,302
September	1	0	2	100
October	8	11	4	1,766
November	4	3	6	846
December	4	2	8	1,260
Total for Year	52	58	37	17,631

Events are total number of events

Event Days are number of days of public attendance for the Event

Use Days are the number of setup/tear down days for the Event

Attendance is the number of guests attending the Event

FINANCIAL POSITION

TPAC Balance Sheet			
	Audited	Auditor Reviewed	Audited
	Dec 31, 2020	Dec 31, 2019	Dec 31, 2018
ASSETS			
Cash:			
Operating Cash	49,850.30	116,172.85	13,013.22
Event Restricted	244,606.05	222,811.70	485,340.11
Board Restricted	30,733.19	25,941.53	25,943.03
Total Cash	325,189.54	364,926.08	524,296.36
Accounts Receivable	15,686.02	1,278.16	705.57
Prepays/Other Assets	20,727.88	21,000.37	21,004.03
Net Equipment	22,664.93	20,120.01	23,439.72
Beneficial Interest in Trusts	1,016,714	990,722.00	904,084.00
TOTAL ASSETS	1,400,982.37	1,398,046.62	1,473,529.68
LIABILITIES			
Accounts Payable	17,664.94	70,574.21	60,002.47
Accrued Expenses	31,006.14	32,009.24	9,501.98
Deferred Revenue:			
Sponsorships	58,498.83	45,150.00	14,500.00
Ticket Sales	151,452.51	210,566.00	377,062.97
Room Rental/Gift Cards	28,847.05	5,504.60	7,208.44
TOTAL DEFERRED REVENUE	238,798.39	261,220.60	398,771.41
Long Term Liabilities	20,000.00	22,500.00	0.00
TOTAL LIABILITIES	307,469.47	386,304.05	468,275.86
Net Assets:			
Unrestricted	56,272.49	49,783.74	187,837.85
Restricted	1,037,240.41	961,958.83	817,415.97
TOTAL NET ASSETS	1,093,512.90	1,011,742.57	1,005,253.82
TOTAL LIABILITIES & NET ASSETS	1,400,982.37	1,398,046.62	1,473,529.68

FINANCIAL POSITION

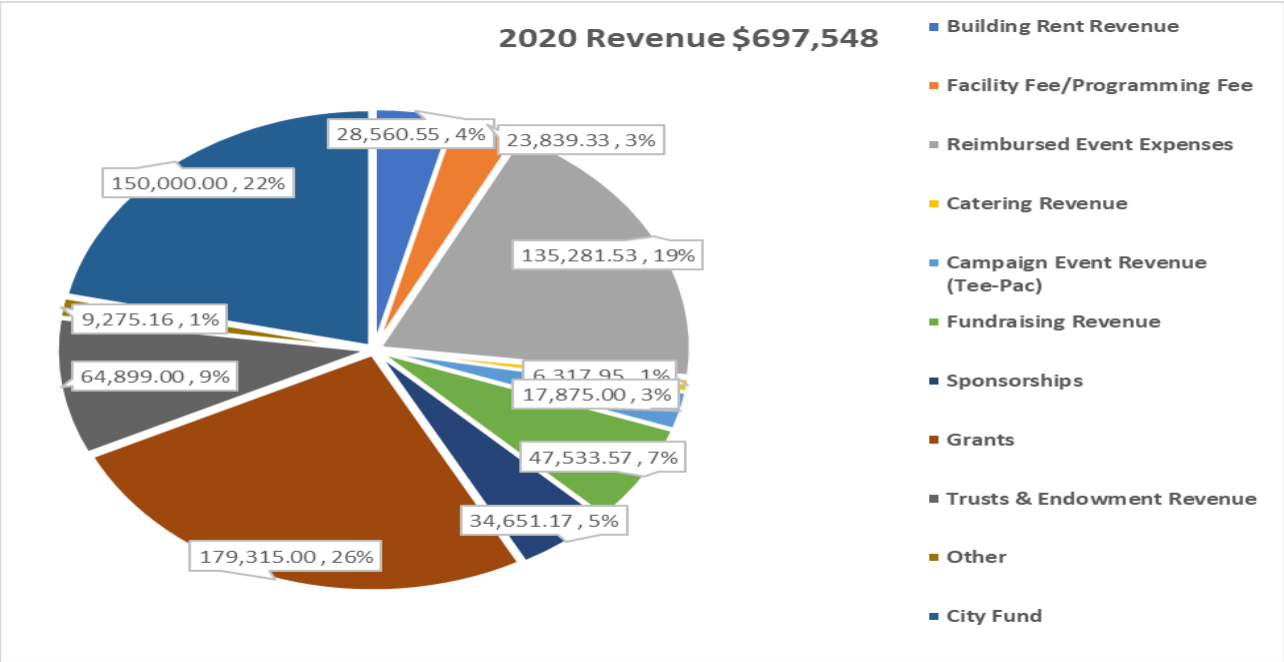
For the year end 12/31/2020, per the Balance Sheet, total assets were slightly up .21% compared to 2019 and down nearly (5%) compared to 2018. Total liabilities are down (20.4%) from 2019 and down (34.34%) from 2018.

TPAC’s net income is \$58,488 -up 801.4% (prior to trust adjustment to present value) compared to 2019 and down 57.6% compared to 2018. Due to the pandemic, programming was significantly impacted, netting 71.6% less than the previous year. However, VenuWorks staff and the TPAC Board of Trustees quickly began cutting expenses and re-negotiating vendor contracts to reduce costs.

Fundraising and grants became main sources of revenue. With community support, TPAC reported a net of \$46,820 in fundraising. The Tee-Pac Golf Tournament netted \$14,242. Online contributions of \$12,395 were raised thru A Community Thrives fundraiser plus, with the support of Friends of TPAC and annual donors, another \$35,000 was raised.

VenuWorks orchestrated a PPP Loan of \$91,715 that covered several months of wages. TPAC received \$50,000 from a Kansas Commerce Small Business Working Capital Grant, \$2,600 for PPE, \$25,000 from Kansas Creative Arts Industries Commission Grants, and another \$10,000 from the Gannett Foundation for a total of \$179,315 in grants.

TPAC plans to continue fundraising , holding the 2nd annual Tee-Pac Golf Tournament, among others, and applying for grants. Programming remains impacted by the pandemic; although, several events are taking place within attendance limits and main events are being scheduled in anticipation of larger, safe gatherings.



EVENTS & OPERATIONS

2020 Brought many challenges to bookings / holding events and facility operations. COVID-19 forced the closing of TPAC on March 23, 2021. We reopened on July 2, 2021. Maximum gatherings began at half-capacity (1,300), then 500, then 100 persons.

With the pandemic came restrictions in how all public assembly venues were allowed to operate, if at all. The restrictions were and still are a moving target with changes sometimes on a weekly basis. These changes were not only in the size of attendance allowed but also how seating and spacings are handled as well as cleaning protocols and policies that affected staffing. With the assistance of VenuWorks and the network of colleagues around the country, TPAC pressed on holding events in a safe and responsible manner with close communication with local health & safety authorities, vendors and clients.

TPAC hosted local dance companies, corporate and municipal events as well as a national touring show. They included Comedian Bill Engvall, The Illusionists (Touring), the Topeka Jazz Concert Series, The Beatles vs. The Stones and three performances of the Topeka Symphony Orchestra. We continue to have events booked, re-booked and new bookings added. Unfortunately many events did not happen and were cancelled with no hope of re-booking. TPAC became the temporary venue of the Topeka Symphony Orchestra’s 75th Anniversary Season as their home venue at White Concert Hall was not available to them.

During the down time, Q3 saw a major undertaking in the technology and service infrastructure. Our service agreement for I.T. contract support was phased out and was brought in-house with the generous assistance of our board member Jeff Parker. The goal is that, in the long term, this change will save TPAC the retail cost of network support services.

TPAC was victimized by a break-in and theft of which TPAC suffered a loss of several thousand dollars in equipment and product. The City of Topeka realized approximately ten thousand dollars in physical damage to the building. The criminals were able to spend a significant amount of time in the building as most of the building is not protected by an alarm and none of TPAC has video surveillance.

The scaled-back schedule has not stopped the equipment break downs at TPAC. The most recent is that part of the control equipment for the stage lighting system. It no longer functions reliably and will need to be addressed so that no major productions are cancelled resulting in refunds and breach of contract.

While we have accomplished a lot, we have many aging systems that will need replacement soon in all categories: Sound, Lighting, Rigging, Curtaining, Banquet Equipment, etc.

HIGHLIGHTS

The Topeka Performing Arts Center is a community and commercial focused arts entity.

As stewards of public funding, TPAC can proudly say that the majority of its programming is geared toward families, civic and community organizations and educational outreach opportunities. That is achieved with the partnerships with commercial and community based organizations: Topeka Jazz Concert Series, Topeka Symphony Orchestra, It Takes A Village, Kansas Ballet and Kansas Ballet Academy, Ballet Midwest, Barbara’s Conservatory of Dance, Ignition Dance Academy, Fuzion School of Dance, The Dance Factory, Dorothy Thomas School of Dance, and Theatre Arts, Infinity Dance Studio, Radiant School of Dance, Hayden Theater Department, Top Teer and the Greater Topeka Partnership.

Corporate donors, sponsors and underwriters make many programs possible such as The Sheffel Theater Clinic, Schooltime Theater Series, Young Artists Awards & Gingerbread Homes for the Holidays.

Major Corporate and Organizational donors in 2020 were – Advisors Excel, Capitol Federal, CoreFirst Bank & Trust, Hill’s Pet Nutrition, Security Benefit, Topeka Women’s Fund, Vision Bank, Evergy and ArtsConnect

Media/In-Kind Sponsors were Cytek Media Systems, Cumulus Radio, Epic Supply, KSNT TV and WIBW 13.

Total Building Attendance:

2020	17,631
2019	75,460
2018	76,881
2017	71,881

Total Event Days:

2020	58
2019	142
2018	181
2017	149

Main Stage Events featured performances by:

Bill Engvall, The illusionists (Touring), The Topeka Symphony Orchestra and The Beatles vs. The Stones. The pandemic closed the facility on March 23, 2020. It reopened on July 2 in various stages of maximum public gatherings (1,300, 500 and 100).

YOUNG ARTISTS AWARDS

The Annual Young Artists Awards were held on October 25, 2020. Seven recipients, high school juniors in Shawnee County, were awarded scholarships for their higher education:

- ♦ Shelton Byrnes—Community Service in the Arts
- ♦ Avery Cairns—Dance
- ♦ Sophie Cather—Dance
- ♦ Natalie Gish—Vocal Music
- ♦ Kaya Pyle—Dance
- ♦ Ann Stegman—Dance
- ♦ Emma Teply—Dramatic Theatre

Special Thanks to Hill’s Pet Nutrition for their generosity!



BACKSTAGE TPAC

TPAC welcomed Broadway actor and Topeka native Jeff Kready for a one-of-a kind Acting Workshop and Master Class on February 17, 2020.

Kready worked through the process of a Broadway Company in breaking down an ensemble piece from the show “*Les Miserables*”.

The Master Class consisted of fine tuning a monologue or song by the participants before a live audience.



EDUCATIONAL PROGRAMS

The Topeka Performing Arts Center prides itself In providing a creative outlet of educational opportunities for local students. We hope to instill a love for performing arts at a young age.

SCHOOLTIME THEATER SERIES

SUSPENDED due to COVID-19

Our ongoing partnerships with Ballet Midwest for a spring performance and Kansas Ballet for an abbreviated Nutcracker performance would have allowed 2,500-3,000 students the opportunity to enjoy a traditional performance of dance in a professional performance venue. This unique experience often opens their imagination to many possibilities not otherwise afforded to them. Many times these students would not have such an opportunity, in addition to the student groups we also host groups from local day facilities and senior living facilities. These special educational performances are scheduled for 2021.



SHEFFEL THEATER CLINIC

Abridged to due COVID-19

During a normal year, Sheffield Theater Clinic hosts over 1,000 third grade students. The 2020 sessions had to be cut off after spring break as schools closed and gathering restrictions prohibited the event. We were able to hold five dates or 30 sessions of learning with nearly 400 students in attendance. This event alone normally represents an average of 450 volunteer hours contributed.



VOLUNTEERS

The Topeka Performing Arts Center attributes much of its success to our dedicated volunteers who contribute a yearly average of more than 2,400 hours of service to TPAC. All volunteers are trained in front-of-house logistics including ingress, egress, and safety/security procedures.

In addition to ushering, ticket taking, and guest services, our volunteers are instrumental in many of our annual events such as Sheffield Theater Clinic and Gingerbread Homes for the Holidays.

The TPAC volunteers are ambassadors to the mission of the Topeka Performing Arts Center and represent us inside and outside of the building.

An active volunteer committee meets regularly to assess guest delivery experience and improve efficiency.

“I have had lots of good moments at TPAC. Volunteering has be a great way to make new friends and it’s nice to help people. We have a wide variety of programs and I get to see all the shows and ticket taking is a great way to say hi to your friends as they come in.”

Sandy Meier—Volunteer



MAKE MEMORIES
MAKE A DIFFERENCE





The Friends of Topeka Performing Arts Center decreased by 55% in 2020. The biggest factor were the pandemic and not having a season subscription series as a perk for Friends.

2016: 55 Members/\$13,985 raised
2017: 152 Members/\$16,190 raised
2018: 192 Members/\$24,188 raised
2019: 106 Members/\$24,912* raised
2020: 35 Members/\$27,690.04 *raised

*Includes existing FOTPAC Program (\$24,790.04) and the inaugural

PARTNERS IN ARTS

TPAC's Partners In Arts Society was officially launched in 2019 to help ensure TPAC's future and the future of arts education for children in Northeast Kansas. 30 members joined in the inaugural year. Year 2 of pledges received \$2,900. An event was not held due to Covid-19. Many of these partners have signed pledges for 5 year commitments.



PARTNERS IN ARTS



SOCIAL MEDIA

FACEBOOK

Total 2020 Followers: 12,510

Total 2019 Followers: 12,016

Total 2018 Followers: 10,415

Facebook Followers grew by 4%

Facebook was used successfully in 2020 as a key component of marketing strategies for events at the venue.

TWITTER

Total 2020 Twitter Followers: 1,350

Total 2019 Twitter followers: 1,292

Total 2018 Twitter followers: 1,169

Twitter Followers grew by 4.5%

INSTAGRAM

Total 2020 Instagram Followers: 1,290

Total 2019 Instagram Followers: 1,143

Total 2018 Instagram followers: 928

Instagram Followers grew by 13%

Interconnectivity between Facebook and Instagram was also utilized for paid advertising.

WEDDINGS/QUINCENERAS

COVID-19 effectively wiped out bookings in 2020. There were three wedding receptions and one wedding ceremony that cancelled due to the pandemic.

One Quincenera was booked in 2019 and rescheduled for 2020.

We continue to meet with clients who now have booked in 2021 and 2022.

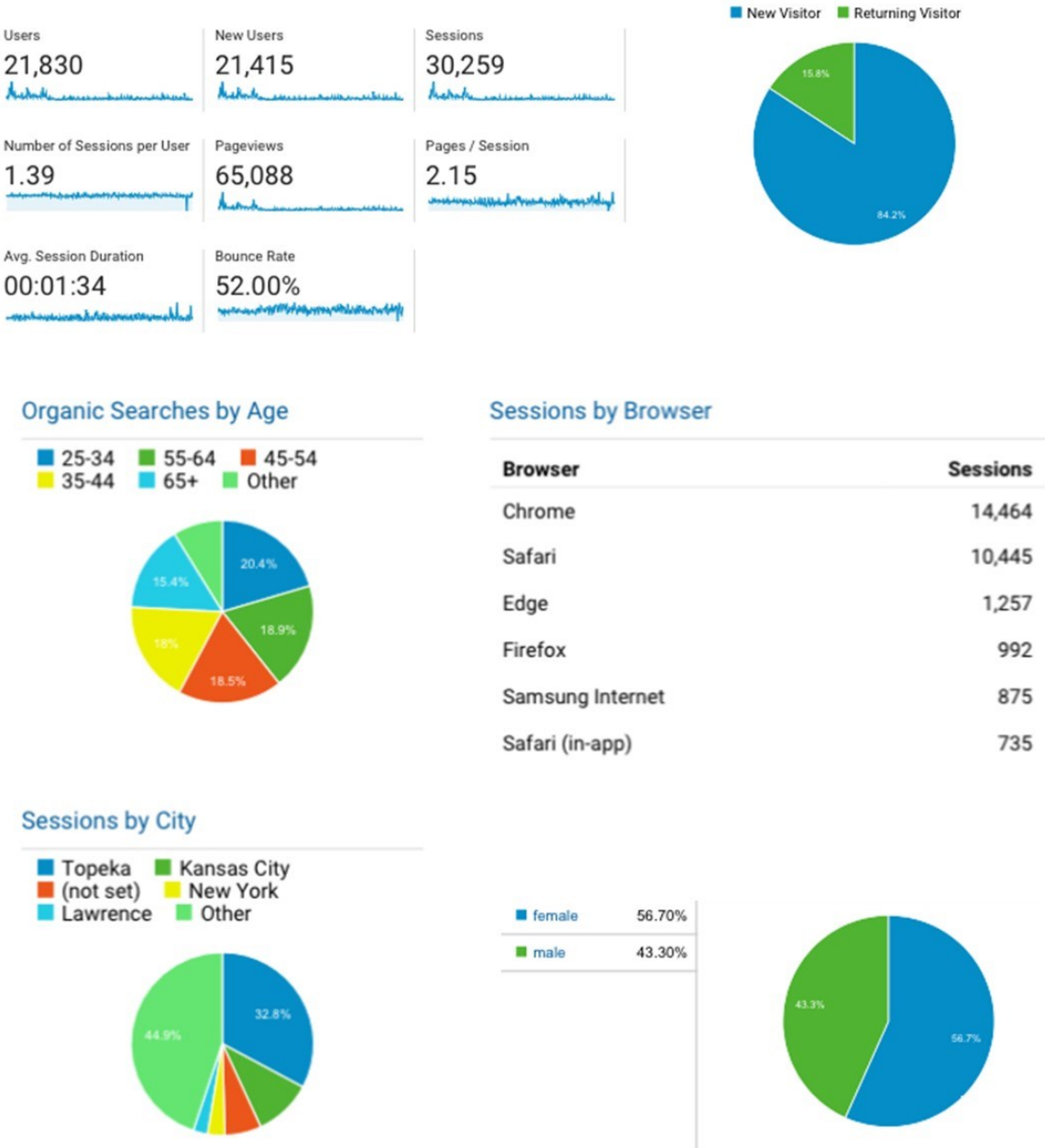


GET THE
STAR TREATMENT
AT YOUR WEDDING

WEBSITE TRAFFIC

2020 website analytics gathered with the objective in mind to target certain age and gender demographics.

Google Analytics Report January 1, 2020—December 31, 2020



FOOD & BEVERAGE

Our food and beverage sales followed the trend of the banquets and meetings and with a significant drop in sales for the year with no growth. We managed without major equipment purchases due to no large banquet events. We still have the need for a dishwasher, refrigeration, serving equipment, equipment storage/carts and point-of-sales equipment. The 2020 calendar year is the final full year of our soft drink agreement with Keurig Dr. Pepper of Topeka. Q4 solicitations were sent out to the 3 major distributors in the area. Review will take place in February 2021 with a recommendation of award of contract which will begin in March of 2021 for a 5-year term. We have initiated discussions with Crown Distributors for a preferred brand designation for cash and trade. A recommendation will be forwarded in Q1 of 2021.

FACILITY USAGE

Attendance By Event Type	Events	Event Days	Use Days	Attendance
Banquets	3	3	1	550
Concert	5	5	0	1,946
Broadway/Theatrical-Commercial	1	1	0	693
Community/Educational Theatrical	21	22	24	8,850
Family Shows	0	0	0	0
Convention	1	3	1	200
Meeting/Conf	9	13	1	1,781
Consumer Show	0	0	0	0
Trade Show	0	0	0	0
Wedding Reception	0	0	0	0
Community/Civic	0	0	0	0
Sporting	9	8	4	3,357
Recreational Sports	1	1	1	200
Film/Movie	1	0	5	30
Internal Use	1	2	0	24
Total for Year	52	58	37	17,631

COMMUNITY OUTREACH

An essential part of Topeka Performing Arts Center’s mission is to foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation and development of the arts to meet the diverse cultural and educational needs of our community.

2020 saw an active first quarter before and during the COVID-19 shutdown:

- BACKSTAGE TPAC—Master Class in Acting—conducted by Jeff Kready on February 17, 2020
- LOCAL LIVE—Performances in the Grand Lobby by Oceanside Hotels on January 18, 2020 and Bryton Stoll on February 29, 2020
- Playhouse Theater (for little kids) on February 28, 2020
- The Sheffel Theater Clinic in February, 2020
- Hayden HS Production of BYE BYE BIRDIE on February 21-23, 2020
- The Inaugural TeePAC Golf Tournament—July 24, 2020
- Topeka Symphony Orchestra—performances on October 3, November 14 and December 2, 2020

MARKETING

WEBSITE REFRESH In 2020. Worked directly with Phil Thompson and programmers at Saffire to update the TPAC splash page. Made the sponsor logos more visible giving it an increased advertising value. Removed superfluous buttons and verbiage to make user interaction easier. Also streamlined splash content for a cleaner more modern appeal.

WEDDING and BANQUETS. Created an individual Weddings and Banquets tab on the main splash page for quicker navigation to our wedding and banquet info which included downloadable PDFs of wedding packages. Attended and distributed marketing materials at bridal networking events to advance the exposure of the venue’s amenities.

TEE-PAC GOLF TOURNAMENT. Created the Tee-PAC Golf Tournament Facebook Page. Instituted a social campaign geared directly to the audience demographic desired for our Tee-PAC Golf Tournament. Saw a significant increase in followers, page likes and content interaction on the Tee-PAC Facebook page.

GRAPE ESCAPE. Grape Escape has been a Topeka staple for years. In order to appeal to a broader audience in the community. In 2019, the event was re-branded to Grape Escape: Wine, Bourbon & Beer. A new logo was created and branding applied to all marketing and promotional material. The event did not happen in 2020 due to the pandemic.

EMAIL MARKETING. In 2020, 24,148 email addresses were subscribed to TPAC eblasts. Below is a breakdown of the different categories subscribers marked their interests.

Family	16,169
e-newsletter	11,413
Show Announce	10,503
Concerts	7,511
Comedy	5,733
Broadway	3,220
Local Dance	1,531
Grape Escape	446